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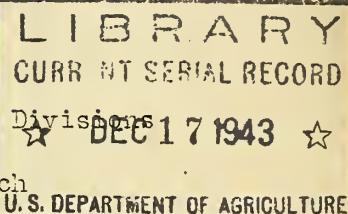
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War Food Administration
Food Distribution Administration
Washington 25, D. C.

November 22, 1943

Fruit and Vegetable Branch Memorandum No. 11

To: Regional Directors and Chiefs of Fruit and Vegetable Divisions
From: C. F. Kunkel, Acting Chief, Fruit and Vegetable Branch
Subject: Regional Office-Branch Relationship with Respect to the Functions and Assignments of the Fresh Marketing Division of the Branch.



General: The purpose of this memorandum will be to set forth, insofar as is possible, the respective fresh marketing responsibilities of the Regional Office and the Branch.

It should be noted that the functions and activities of the Fresh Marketing Division are, in the main, not susceptible of complete decentralization, but do readily lend themselves to an arrangement of joint responsibility of the Region and the Branch.

Specific Responsibilities of the Branch and the Regions

1. Basic Production Requirements

Branch: The Branch has the responsibility of cooperating with the Food Production Administration in obtaining basic production requirements.

Region: The Regions must necessarily very closely watch crop developments within the Regions; inform the Branch as to crop potentialities and economic feasibility of Regional emphasis on given commodities; cooperate with other Federal agencies, private enterprise and the trade for the purpose of providing the Branch complete data with respect to area covered by the Region. This information from all Regions will assist the Branch to become fully informed on a national basis insofar as Food Distribution Administration is concerned.

2. Price Support Programs:

Branch: The Branch has the responsibility for effectuating the administration of price support programs for fresh fruits and vegetables. Ordinarily the price supports take two general forms. (1) An announced price as a production incentive, and (2) a special support to relieve market gluts or uneconomic market conditions.

Region: Regional offices should anticipate, insofar as is possible, market gluts or uneconomic conditions, and should exert every effort to obtain the cooperation of canners, the quartermaster centers, wholesalers and retailers in moving supplies before recommending a surplus removal purchase program to the Branch.

The regions will make field purchases and apply price supports on the basis of proper authorization from the Branch as outlined in Branch Memorandum No. 10.

3. Food Order Administration

Branch: The Branch has the responsibility for the development and execution of programs for distribution through reservation, limitation and conservation orders.

When the Branch ascertains that a food order may be necessary in connection with a given commodity, they will, if possible, apprise the Regional Office of the situation and ask for recommendations pertaining to scope, effect, terms and conditions for incorporation into the order.

Insofar as is practicable, the Branch will endeavor to utilize the resources of the Regions in the administration of fruit and vegetable food orders.

4. Field Purchase Programs

Branch: The Branch has the responsibility for the initiation and execution of approved Field Purchase programs.

Region: Branch Memorandum No. 10 and the Manual of Field Purchase Operations govern the acquisition of fresh fruits and vegetables by the Administration and set forth the respective responsibilities of the Regional Office and the Branch.

5. Marketing Agreements

Federal agreements with producers and shippers have to a large extent been nullified. Under the legislative enactments in effect now, the vast majority of our agreements are of value only when the price of a given commodity is less than the parity price. In view of this, and for the time being, it seems advisable to retain all responsibility for these agreements at the national level of administration.

6. Marketing Problems

Branch: The Branch has the responsibility of recommending programs pertaining to fresh marketing problems such as (1) allocation of transportation space among commodities if necessary; (2) trade practices resulting in undue waste; (3) inequitable geographic or seasonal distribution of a commodity; (4) used or alternate containers; and (5) other pertinent marketing factors.

Region: In order that the best information available be received it will be necessary for the Regions to study the problems within their geographic areas and furnish timely information along with their recommendation to the Branch in all cases where the problems are such that national consideration should be given.

7. Cooperation with the Fruit and Vegetable Industry

The cooperation of the industry is essential in carrying out the marketing programs. It is the responsibility of both the Branch and the Regions to obtain the cooperation and good will of the industry insofar as possible by such means as educational programs and by contact-

ing informed growers, shippers, and handlers regarding the solution of the various distribution problems. Experienced personnel should be employed in making such contacts.

It is of the utmost importance that the cooperation and assistance of other agencies such as the Extension Service, the AAA, and the OPA be secured by the Regional Offices in formulating recommendations and administering programs.

Copies of all communications dispatched from the Washington office of the Branch, which are of interest to or affect the Regional Office functions, will be sent to the appropriate Regional Office. Branch employees will make available information on items of trade interest as they have access to and as will be helpful to the Regional employees.

L. H. Kunkel
Acting Chief

